

Continued from Page 7: The dessert to serve the evening when you'd like to be efficient in a homely sort of way. When the perfect menu will be determined, Mrs. Chaderella's Pudding is served. The main accompaniment is spicy pumpkin flower which kind of fool them into eating it.

This is kitchen talk, of course, but this tasty pudding doesn't take any longer than it took Chaderella to write her fiction.

The only cooking involved in commencing the brown sugar, better and shredded rice crumbs. After that, it's just a matter of adding canned pumpkin, making instant butterworth pudding and combining with a little gelatin. Put half the crumbs in the bottom of a pan, spoon the pudding mixture in and top with the rest of the crumbs. Three hours chilling in the refrigerator and dessert is ready.

Chaderella's crustal hair was midnight, but yours will be short time. Her coiffure may have turned into a pumpkin but her pudding will be even more dramatic. It'll just plain disappear and it won't wait till midnight either. Here's the recipe:

1 cup butter or margarine, 4 cups fine shredded rice biscuits crushed to 1 cup, 1/2 cup brown sugar, finely packed, 1 envelope unflavored gelatin, 2

tablespoons cold water, 1 1/2 cups (18 oz.) pumpkin, 1/2 teaspoon nutmeg, 1/2 teaspoon cinnamon, 1/2 teaspoon ginger, 3 cups cold half and half cream, 1 package (4 oz.) instant butterworth pudding.

Melt butter in skillet. Combine crumbs and brown sugar. Add to butter. Mix to coat crumbs evenly. Stir over medium heat 10-15 minutes or until sugar is slightly caramelized. Put half the crumbs in bottom

of buttered 8-inch square pan. Bottom gelatin in cold water. Dissolve over hot water. Combine pumpkin and apples. Add half and half to pudding. Mix slowly with beater until just blended. Let stand until it starts to thicken. Add pumpkin. Mix well. Add gelatin a little at a time, standing over after each addition. Pour over crumbs in pan. Top with remaining crumbs. Refrigerate uncovered 3-5 hours or until firm.

FAIL-PROOF BAKING RESULTS

WHEAT





Canada's Golden West is Five Roses Country. That's where the finest wheat in the world is grown. It's the wheat Five Roses uses to mill its flour. Number One Canadian Hard Spring Wheat. Choice, firm, plump kernels. The kind with the best baking characteristics. The result — flour as perfect as modern milling methods can make it. So perfect we can confidently make this statement: *Five Roses Guarantees you fail-proof baking results, any time you bake, every time you bake.*



CINNAMON NUT ROLLS a tested favourite from the Five Roses Kitchens

3 cups Five Roses Pre-sifted Flour	1/2 cup sugar	1 teaspoon cinnamon
1/2 teaspoon salt	2 eggs, beaten	1/2 cup melted butter
1/2 teaspoon baking powder	1/2 cup melted butter	1/2 cup brown sugar
	1/2 cup sugar	1/2 cup chopped nuts
		1/2 cup melted butter

Stir Five Roses Flour, salt, baking powder and sugar together. Combine milk, eggs and 1/4 cup melted butter; add to dry ingredients and mix well. Place on lightly floured board and knead lightly 10 times. Roll into a rectangular shape, 1/4 inch thick. Mix 1/2 cup sugar, cinnamon and 1/4 cup melted butter; spread over dough.

Fire Prevention Week-Oct. 4th To 10th.

SEE NEXT WEEK'S PAPERS FOR FULL DETAILS.

THE WORLD'S BEST WEEKLY IN THE HEART OF THE WORLD'S LARGEST FIELD

PEMBINA

NEWS ADVERTISER 10¢

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Vol. 9, No. 38 SEPTEMBER 30 1964. A. Playford Publisher, Box 120, Draughton Valley, Alta.

Weather Delays Street Program

Unseasonable weather, that has established what could very well be an all time record for at least the past fifty years of community life in this district but put a serious crimp in the plans for the extensive paving program that the Town of Draughton Valley had planned to put into effect this summer.

Plans called for the paving of 50th Avenue from the eastern edge of town to the western boundary, at Highway 57, 50th Street also was to be paved, starting on the southern boundary of the Elementary School and continuing northward through town to the junction with Highway 57 on the north.

D.V. ELEMENTARY SCHOOL

With an approximate enrollment of 830 pupils in grades one to seven, Draughton Valley Elementary School got underway at the beginning of September. The figure of 830 was down a little from last year's record on enrollment at school opening. Thirty-one teachers, two janitors, Principal John Gray and Secretary Joan Gray make up the staff of the school, which is now operating in the new buildings, entirely the former frame buildings having been sold and removed from the school grounds.



ELEMENTARY SCHOOL TEACHERS FOR 1964-65 SCHOOL TERM:

Back Row, left to right: Mrs. Hoffe, (Janitor), Mrs. B. Levinthal, Mrs. L. Ross, Miss T. Bohne and Mr. B. Gibson, teachers of 6th Grade; Mrs. M. Thompson, Mrs. A. Sware, and Mrs. G. Blair, Grade 7 teachers; Mr. J. Gray, Principal, 7th row, left to right: Mrs. V. Bruden, Mrs. A. Landers, Miss L. Blatz and Mrs. L. Mayhew, 4th Grade teachers; Mrs. S. Shupchuk, Mrs. N. Fawcett, and Mrs. B. Hinkel, 5th Grade teachers. Second row, left to right: Mrs. P. Tomaszewski, Mrs. J. Dutech, Mrs. E. Ryan, Mrs. E. Baker and Mrs. G. Newkirk, Second Grade; Mrs. S. Bishop, Vice-Principal and 3rd Grade teacher; Mrs. O. Cunningham, Miss H. Kuehn and Mrs. F. Charnock, Third Grade. Front Row, left to right: Mrs. E. Dion, Mrs. M. Koehn, Mrs. K. Hartley, Mrs. V. Tomahawk, Mrs. E. Koenenick, Mrs. V. Fiebert, First Grade teachers. Also Mrs. L. Gray, Secretary. Absent from picture: Mrs. F. Bohne Grade 6.

Equation of Fire



The Air Cadets And You

By: Mike Gormley, First in a series of two articles describing the Air Cadet Program

Early in 1963 the Air Cadet movement got under way in Draughton Valley. A group of interested persons got together did the ground work, formed the necessary committee and went on to organize 8 squadrons 8733 of Draughton Valley under the auspices of the Royal Canadian Legion #289.

Since that time the squadron program has been more than satisfactory in all phases of operation. With the first enrollment some seventy-five local youngsters joined the squadron. That was in September 1963. As yet to be expected, there were dropouts, however, the squadron kept off for the 1964-65 program with a minimum of 64 cadets which is a respectable and healthy figure for a community of this size. As for the activity

program, the squadron had a good year and received a high efficiency rating in the annual inspection conducted last May. Several local cadets attended the Air Cadet summer training camp held at Alameda last July. These camps are of two weeks duration and are held annually at designated R.C.A.F. Stations spaced across Canada.

The Air Cadet Organization here in Draughton Valley like all Air Cadet movements is composed of two separate, yet very closely related units, the Squadron or Civilian Committee and the Cadet Squadron.

The responsibilities of the sponsoring Committee point in four directions, to the Air Cadets, to the Community, to the R.C.A.F. and to the Air Cadet League of Canada. In respect to the Cadets this Committee provides for adequate financing for the needs of the squadron not otherwise covered by federal grants, assist in obtaining suitable training quarters for the squadron, encourage enrollment of qualified youngsters in the Cadet movement, pay frequent visits to the squadron, assist the squadron commander in the selection of Cadets for summer camp, scholarship and exchange visits and offer any other necessary assistance and co-operation to their squadron. In regard to the community the Committee should try to interpret the aims of Air Cadet training to the public, publicize the current activities of the squadron and assist the squadron in organizing and carrying out squadron projects which will benefit the overall community. The Committee must work with the appropriate R.C.A.F. authorities in obtaining the services of highly qualified officers and instructors for the squadron, co-operate with the squadron commander in arranging adequate medical examinations for Air Cadets and offer the necessary assistance in the proper care of equipment on loan to the unit from the R.C.A.F. The sponsoring Committee is responsible to the Air Cadet League for the maintenance of a committee or group strong enough to support the squadron and to delegate responsibilities to Committee members such as finance, publicity, enrollment, accommodation and liaison with other Air Cadet units among other things. Walter Ross is the President of the local Sponsoring Committee, Bill Johansson is the Secretary-Treasurer.

The Air Cadet Squadron is composed of the Senior Officers the Chaplains and the Air Cadets.

CONTINUED NEXT WEEK.

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SPRUCE GROVE
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Business Consultation with clients NO COST.

HAVE YOU A DRINKING PROBLEM AND WISH TO DO SOMETHING ABOUT IT? PHONE - 548-8719.

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HOURS: 9:00 - 12 Noon, 1:30 - 5:30
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Call our local representative
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24 hour radio equipped ambulance.

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Crushed to size to suit your job.
Also
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Delivery on any amount.
Reasonable Contract Rates.
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Site of Old Auction Mart

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PEMBINA MAJOR APARTMENTS
1 - Two bedroom suites,
2 - One bedroom suites,
2 - Bachelor's suites
All utilities except power included in rent, washer and dry or free, fridge and stove included, plug-in for cars in parking lot for winter.
For further information Contact
Blanche LaBouche PHONES
542 - 1620.

FOR RENT: Bakery Building basement, 350 sq. ft., available immediately. Apply Drayton Valley Bakery.

FOR RENT: Room for rent for gentlemen. Light housekeeping privileges. PHONE: 542-5589 or see Mrs. Pound at the Hotel Coffee Shop - cashier.

ROOM FOR RENT: PHONE - 542 - 5540.

FOR RENT: Three room suite, all utilities paid. Phone 542-3896.

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DRAYTON VALLEY, ALTA.

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DEBET
1855 A.M.
Mon. to Sat.
7:30 A.M. to 7:30 P.M.
Featuring interviews with your friends and neighbors.
RADIO 790 CFCW. The most listened to station in Rural Alberta.

FOR SALE

FOR SALE: New house on 2 acres at Rocky Rapids, Full Basement, water, 2 bed - rooms, and room for 2 bedrooms up stairs. Contact: Percy Fyfe, Rocky Rapids.

FOR SALE: Baby Carriage - \$20.00. Also Utility Trailer, 4' x 8' 1/2', Closed in - rain proof, wired, \$75.00. Write Box 48, Red Deer, Alberta, or Phone Ma Me Creach 546-2514.

FOR SALE: Sawmill, 40' x 7-8 gauge, 7' type inserted north saw. Blower, New cable. Contact David Van Embur, Jr. Berwyn, Alberta.

FOR SALE: Large lot, Zoned for tourist at present. Full price is only the amount of the prepaid utilities. PHONE: Alan Deby 542 - 2561.

FOR SALE: Solid - built warm 14' x 16' garage and building, with or without lot. Rock bottom price. PHONE: Alan Deby 542 - 3240.

FOR SALE: 1964 Lauson Station Wagon, V-8 automatic, low mileage. Loaded with extras. Can be financed. Phone 542-4078.

FOR SALE: 12' x 28' kitchen with gas stove and heater, 22' x 28' garage on two lots 20' x 100' (Lot 88.9 block 23). Buildings and lot to be sold as complete unit. Phone 542-3597.

LARGE INCINERATOR FOR SALE: Half price - \$1500 on natural gas. Phone 542-3278.

FOR SALE: Large 3 bedroom house, with finished garage, living room, and din. room. Landscaped, good location. CONTACT: Manager of Drayton Valley Hotel.

FOR SALE: 12' x 32' Spruce Lumber Skidhouse, with 12' 12' porch, very reasonable. PHONE: 542 - 3195.

FOR SALE: 8' x 27' House-trailer in good condition. Phone 58, Ladangula, Alta.

HOUSE-TRAILER FOR SALE: Walker's Mobile Home Ltd. The home of Canadian House-Trailers with 4' walk. Any thing of value taken in trade. Write 5908-104 St. Edmonton, Alberta or Phone 425-6608 or 425-6531 Edmonton.

FOR SALE: 1959 Meier, Excellent condition, automatic transmission. 4 door, 4 cylinder. No reasonable offer refused. PHONE: 542 - 3425.

HUNTERS: I have a 1949 Willys Jeep for sale. New rubber, front and rear, drive good. Typewheel. PHONE: 5818 Breton, Alta.

Pembina News Advertiser
"SERVING THE LARGEST OILFIELD ON THE NORTH AMERICAN CONTINENT"
Drayton Valley, Alberta. Box 150
Art Playford - Editor.
Mail Subscriptions - \$3.00 per year in Canada, \$3.50 in the U.S. and Foreign Countries. Single copies - 10c.
Authorized as Second Class Mail, Post Office Dept., Ottawa.

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WANTED SCRAP METAL
STEEL, CAST IRON, BRASS, COPPER, ETC
JOHN'S SCRAP METAL
Located next to Jasson's Ready Shop.
PHONE: 542 - 4212

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YOUR MODERN TRAILER COURT.
LOTS FOR RENT AT MODERATE PRICES.
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NOTICE
ANNUAL MASQUERADE BALL
ELKS HALL FRIDAY OCT 30, 1964
7:00 P.M. to 2:00 A.M.
GOOD MUSIC PRIZES
REFRESHMENTS SMORGASBORG
Admission \$2.50 Per Person
Sponsored by Legion Ladies Aid and Bar/Grange #269

PIANO TUNING
RENE ASPIN
will be in
DRAYTON VALLEY
the week of October 5th
to service pianos.
All requests may be left in care of
MR. PICKUP

PALMER HOOTS
CLEARANCE SALE ON PALMER BOOTS for 2 weeks, \$2.00 OFF regular price.
RAY'S SHOE REPAIR
WANTED TO BUY
Used portable Welding equipment. Apply Drayton A. Box 20, Drayton Valley.

Classified

THE TOWN OF DRAYTON VALLEY
RESULTS OF NOMINATION DAY
23rd September 1964

COUNCILLORS:
GOODING, Brian V., Oilfield Construction Supervisor
LUNAN, Stuart C., Ltd Underwriter
THOMPSON, F. Earl, Welding Shop Proprietor
ZOLMER, Harry, Manager
HOFFMAN, BOARD MEMBER:
ACHENZEE, Donald G., Merchant, Elected by Acclamation.

THERE BEING A POLL NECESSARY TO DECIDE THE FILLING OF THE VACANCIES FOR COUNCILLORS, NOTICE IS HEREBY GIVEN THAT ON WEDNESDAY, THE FOURTEENTH (14th) DAY OF OCTOBER A.D. 1964 BETWEEN THE HOUSE OF TEN O'CLOCK IN THE FORENOON AND SEVEN O'CLOCK IN THE AFTERNOON A POLL WILL BE HELD IN THE COUNCIL CHAMBERS OF THE TOWN HALL.
AND ALSO I WILL BE IN ATTENDANCE AT THE TOWN HALL ON WEDNESDAY THE 14th, OCTOBER 1964 AT 8:00 O'CLOCK IN THE AFTERNOON TO SIGN THE VOTES AND DECLARE THE RESULTS OF THE ELECTION.
GIVEN UNDER MY HAND AT DRAYTON VALLEY, IN ALBERTA, THIS TWENTY-FOURTH (24th) DAY OF SEPTEMBER A.D. 1964.

PATRONIZE YOUR LOCAL MERCHANTS
throughout the year - - their effort
AIDS DISTRICT PROGRESS.

AVOID THE COLD RUSH
Winterize Now
at
LORNE'S PURITY "99" SERVICE
AUTUMN TIRE SALE
(FOR MONTH OF OCTUBER)
ALL PASSENGER GRIP TIRES 25% OFF RETAIL
(Example - 670 X 15 4-Ply Nylon (Tube Type) - - - - - \$18.45 ea.)

ANTI-FREEZE
BATTERIES
8 VOLT BATTERIES - - - - - \$12.00 ea.
12 VOLT BATTERIES - - - - - \$18.00 ea. up.
PURITY 99 OIL, GREASES AND GAS
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A-1 SPECIALS
1962 MERCURY - 1961 BUICK - 1965 CADILLAC
FORTY OTHER USED CARS TO CHOOSE FROM
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MONDAY THRU SATURDAY
PHONE 542-3042
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FOR SALE

FOR SALE: 1961 Honda Sports 50, in good condition. PHONE: 542 - 4341.

FOR SALE: Three bedroom house with garage on corner lot. Close to Catholic School. Price \$9,700. on comm. For information Phone 542-3781.

FOR SALE: Quantities of lumber, square, and plank. Phone 542-3648.

FOR SALE: 1957 Chevrolet Four-door, V-8, Standard with radio, A-1 Condition. Phone 542-3154.

FOR SALE: Furniture Bedroom Suite, 1 Wardrobe, Bed, Dressing Table, and chair. Also numerous items of household equipment. Phone 542-3515.

WILL BABY SIT IN MY OWN HOME AT ANYTIME. Phone 542-3979.

FOR SALE: 60' x 120' Lot, Town of Drayton Valley, Lot 21, Block 18, Plan 170K5, Submitt 1814 marked "T-20 89" 101.

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c/o I. K. Macdonald,
P.O. Box 3321,
Calgary, Alberta.
Closing Date - October 10, 1964.

HAULING
CATTLE, GRAIN AND COAL
EVERY WEEK, CONTACT - DUN FLIKE
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FOR SALE
One Split Level Home (By Fekete) under construction on choice lot. Occupancy approx. 5 weeks. Down payment - \$2000.00.

One 3 bedroom Bungalow (By Fekete) under construction. Occupancy approx. 5 weeks. Down payment - \$2150.00.

Our small 3 bedroom, no down payment home by Fekete is now nearly completed.

REQUIREMENTS:
(a) You must own a lot
(b) You install foundation or basement and connect to water and sewer.

WINTER WORKS BONUS
The sum of \$200.00 per residence is again available with respect to winter construction. All new homes, where the contract is signed before 15 Oct., will be constructed by Fekete at summer rates, and winter works bonus \$200.00 will be deducted from the down payment. After 15 Oct. 1964 construction contracts will be based on winter rates.

A. MEIER
INSURANCE & REAL ESTATE
Phone 542-3662 542-3072
DRAYTON VALLEY, ALTA.

Club Events

TURKEY BINGO
THURSDAY, OCTOBER 29th, ELKS HALL, Sponsored by C.V.I.

TURKEY SHOOT
SATURDAY, OCTOBER 31st, at ELKS CLUB. Shot starts at 10:30 noon to 5 p.m. on our dove range, weather permitting. If raining this portion of the shot will be held in hall. The age will continue in the hall from 5 p.m. to 10 p.m. - 25 Caliber only. Bring your own rifle and target.

F.O.A. MEETING
OCTOBER 14th at 8 P.M. in TOWN HALL, DRAYTON VALLEY, ALBERTA.

BOXING
BOXING THURSDAY
The Pembina Boxing Club will resume activities on Thursday evening, October 1st at 8:00 p.m. Training sessions will be held in the new Elementary School Gym under the direction of Don Boomer.
All youngsters interested in trying out for this boxing club are asked to be on hand Thursday evening.

PART-TIME EMPLOYMENT
OPENINGS NOW DEVELOPING FOR WOMEN INTERESTED IN PART-TIME EMPLOYMENT. APPLY - HUDSON'S BAY COMPANY, DRAYTON VALLEY, ALBERTA.

JACOBS STUDIO
Christmas in October?
It may seem unseasonably early, but we are urging parents to come in now and pose for Christmas portraits. It's one gift you cannot rush out and purchase at the last minute, because good professional portraits cannot be hurried. And because they do take time and extra special care few gift choices for Christmas are as warm, hearted and loving and truly welcome. TELEPHONE TODAY FOR AN APPOINTMENT.
PH. 542-3405
Time to remember with portraits

The Bay HARVEST OF VALUES!

THURSDAY, FRIDAY & SATURDAY - OCTOBER 1, 2 & 3.

FRYER TURKEYS
FRESH & WHOLE **39¢ lb.**
45¢ lb.



Cranberries FRESH **3 lbs. 1.00**

BONUS
BUY

SUGAR

White
Granulated
10 LBS.

\$1.07



Apples
MAC 78 BAG **89¢**

Tomatoes
30 oz. tin

4/1 00

Beef Stew

BURNS 1 1/2 x 4 1/2

2 for 89¢

Spork 13 oz.

2/79¢

Salad Dressing TANG 32 oz.

49¢

Flour 25 BAGS

\$1.89

Minute Rice 14 oz.

2/89¢

FREEZER SPECIAL
BEEF SIDE

BABY
RED & BLUE BRAND
CUT & WRAPPED **39¢ lb.**

"You are positive of the best in quality and value for your money when you buy the BAY WAY."

MIX OR MATCH

2 # PEAS
2 # KIDNEY CORN
2 # PEAS & CARROTS
2 - 5# BAGS **89¢**

Watch for the Bay's HUNTERS CLUB! Come Soon.

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

DRAYTON VALLEY

Hudson's Bay Company

DRAYTON VALLEY

Show
time
'65

SEE the Headliners

AT YOUR CHRYSLER CANADA LTD. DEALERS



Dodge

A LOT MORE CAR FOR YOUR MONEY

Dodge comes on big for '65. Real big. Dodge looks and rides like an expensive car. But doesn't cost like one. The most car in the popular low price

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NOBODY BEATS VALIANT FOR VALUE AND CHOICE



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New Valiant 200 Series... Bigger, Bolder, Powered to Perform! New Valiant 100 Series... Nifty, Thrifty, Priced to Please! Two completely

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THIS YEAR MORE THAN EVER BEFORE, ENJOY THE CHRYSLER WAY OF LIFE. For 1965, Chrysler has attained new heights of handiwork, new levels of luxury and dramatic new dimensions in style and performance.

In short, Chrysler has spared no effort in 1965 to bring the very best to you... to ensure that more than ever, you'll enjoy the Chrysler way of life.

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THE CARS WITH THE 5-YEAR-50,000-MILE POWER-TRAIN WARRANTY

Chrysler's famous Power-Train Warranty... unique in the Canadian automotive industry... tells you two important things about Chrysler: the confidence they have in the way their products are built and the concern they feel for those who buy their products.

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SEE DODGE, VALIANT, CHRYSLER AT...

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MINOR FOOTBALL
and, finally, too many public spirited citizens who gave freely of their time for the pleasure, enjoyment and guidance of our youth. The efforts of these men are deserving of our tribute and support.

The close liaison and mutual co-operation of these three groups have brought about a new concept of football activity in Canada, which can only result in the better guidance, discipline and character building of the boys and young men playing the game during

their most formative years. Minor football is a truly amateur sport and demands the best of physical requirements. In conjunction with the many fine High School and College teams, throughout the country, the minor leagues

bring the game of football to a great many boys in Canada. The national leagues are productive of good and competitive football, played under the best of conditions, these games are the final act of a long season of play. It is from these groups that the

Canadian representatives graduate to the Canadian Football League, where many fine players have and will continue to make an outstanding contribution to the game in Canada. BILL LIVINGSTON, Secretary, CML, CANADIAN FOOTBALL LEAGUE COMMITTEE.

Without Prejudice

Hon. H. D. Manning,
Office of the Premier,
Legislative Buildings,
EDMONTON, Alberta.

Dear Sir:

This Association expresses great concern over your shocking press release of Friday, September 25, 1964, as reported in the Edmonton Journal.

We hereby demand from you a public apology, since this Association has no ulterior motives other than protecting its members from Provincial Government bureaucrats and demagogues.

We would caustically remind you that we offered you every convenience and kindness by inviting you to a public meeting and extended this courtesy to any of your colleagues, and yet you refused to appear.

We would further remind you that demanding a reasonable and fair deal from government is our heritage, not revocable by you. Propriety, competence, and integrity are also demands on our rights, and are additional that much time, energy and money must be spent to obtain these from a government, hypocritical in its conduct.

You have flagrantly and arrogantly rebuffed the hard working, tax paying, honest citizens of this province, and for that reason alone we urge you to RESIGN HEREBYWITH, from all public or functions affecting Provincial affairs, and we urge you to take with you some of your colleagues who flagrantly use and abuse their authority and are more concerned with the conflict of interest enhancement than in the rights of the voting taxpayer.

We question the accuracy of your description of the Commission you have set up to examine improperities in the Northeast School Division, as being conducted by a University tutor. We believe a more accurate description is "fabricating bottle official".

In closing, we are convinced that you are aware of gross improperities in the Treasury Branch, and yet you refuse to protect public funds by not allowing a Royal Commission.

NOTE: Above is a paid advertisement inserted by

Alberta Landowners' Association
BOX 444,
Drayton Valley, Alberta

TOWN OF DRAYTON VALLEY PUBLIC NOTICE

Public Notice is hereby given that a vote of the proprietary election of the Town of Drayton Valley will be held on By-law No. 302 of the said Town of Drayton Valley.

The following is a synopsis of By-law No. 302:

A By-law of the Town of Drayton Valley to authorize the Council of the said Town of Drayton Valley to form a Municipal Library.

A copy of this By-law No. 302 has been posted in the Town Office and may be inspected at any time during regular office hours.

Polling will take place on Wednesday, the 14th October A.D. 1964, between the hours of 10 o'clock in the forenoon and seven o'clock in the afternoon at the Town Hall in Drayton Valley. I will be at the polls at the Town Office on Wednesday the 14th day of October A.D. 1964 at 9:00 o'clock in the afternoon to run up the votes and declare the result.

N.B. At least 10% of the Proprietary Electors of the Town must vote before the By-law may be deemed to have been submitted to the Electors, and at least two-thirds of the votes cast must be for the By-law before it can be declared carried.

Given under my hand and the seal of the Corporation of the Town of Drayton Valley this 11th day of September, A.D. 1964.

W.G. JOHANNESSEN
SECRETARY-TREASURER

VALLEY DAIRY

PHONE 542-2755

MILK, BUTTER AND EGGS...

FARMERS: Bring in your eggs and cream to our refrigerated plant in Drayton Valley for reshipping to the Creamery.

Cardfun THEATRE DRAYTON VALLEY

ONE SHOW DAILY 8 P.M. MATINEE SAT. 2 P.M.

Fri. Oct. 2, "King of Kings", Jeffery Hunter, Slobodan McKenna.
Sat. Oct. 3, "Young Guns of Texas", James Mitchum, Anna Lee.
Mon. Oct. 5, "Young Guns of Texas", James Mitchum, Anna Lee.
Tue. Oct. 6, "Raiders", Melina Mercouri, Anthony Perkins.
Wed. Oct. 7, "Raiders", Melina Mercouri, Anthony Perkins.
Thurs. Oct. 8, "PALM SPRINGS WEEKEND" Troy Donahue.
Fri. Oct. 9, "PALM SPRINGS WEEKEND" Troy Donahue.

YOUR FAMILY ENTERTAINMENT CENTRE

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1965 DODGE HARDTOP	
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Most of these cars are in good running order - some need minor work, minor repairs, etc., etc.

THIS WEEK'S SPECIAL - 1968 PLYMOUTH

OIL KING MOTORS ARE NOT IN NEED OF A PSYCHIATRIST BUT ARE DESPERATELY IN NEED OF THE SPACE THESE CARS NOW OCCUPY TO MAKE ROOM FOR THE NEW 1965 FORDS AND THE SUBSEQUENT TRADE INS - DROP INTO FORTY-TWO NINETEEN AND LOOK THESE AND OUR LATEST MODEL USED CARS OVER.

WE HAVE JUST TAKEN OVER THE DISTRIBUTORSHIP FOR THE POPULAR **DOMINION ROYAL TEES** TO GET THIS PHASE OF OUR BUSINESS GOING WE ARE GIVING 10% OFF UNTIL THE MIDDLE OF OCTOBER. NOW IS THE TIME TO BUY A PAIR OF OUR ECONOMIC DOMINION WINTERDREWE SHOW TIES FOR GET THESE WINTER DRYING.

P.S. LETS FACE IT FOLKS - ON CARS - TIES - A GAS - JAP WILL NOT BE UNDEROLD.

PURITY "99" SERVICE
DRAYTON VALLEY, ALBERTA.

was held for Legionnaires Bill before he left. (P.S. Don't tell the kids but Santa just left town.)

ALSO OUTBOUND is the Dunc LaBastard family. Dunc and Nancy will be shortly moved in our area community as they were what we call "community-minded" people. Dunc will go to the Edmonton area. A local well party was also held for the LaBastard recently with a very fine amount of folk to bid "adieu" to the departed.

INWARD BOUND is Mike Chorney who will take Dunc's place at the Conservation Board.

Adrian and Margie Moter went to the R.C. Interior over the past weekend. They visited with Mike Moter, formerly of Drayton Valley, now farming in Lumbury, B.C. near Vernon.

Adrian rode on a new milking chore and found that after the first cow his wife served. What they were back on the LaBastard farm when he was a young child. The Moters also visited with the Court family in Kelowna. They report Curt is happy and the family is doing well.

OUTWARD BOUND is Bill McKenna who left for a new home in Port Arthur Ontario where he will probably go back to his old home in Drayton Valley.

COOKING MAGIC

Tried Recipes and Meal Planning
Menu Prepared for Pembina
News Advertiser Reader by the
Home Service Department of
Northwestern Utilities, Limited

Every homemaker loves to have a few recipes that can depend on to be a sure hit with the family at dinner or the whole crowd at a party. We have selected these delicious desserts which are simple to make and guaranteed to be a success over and over again.

UPSIDE DOWN LEMON PUDDING

Cut one whole lemon in thin slices and place in the bottom of an 8 x 8 x 2" baking pan. Cover with 1/2 cup of lemon sauce before pouring the pudding batter.

Lemon Sauce:
2 1/2 tbsp. cornstarch
1 cup sugar
1/4 cup. salt
1 1/2 cups boiling water
Grated rind and juice of 1 lemon
3 tbsp. butter
Blend cornstarch and sugar together with salt. Gradually add boiling water. Boil 5 minutes, stirring constantly. Add lemon rind and juice and butter. Remove from flame. Serve extra sauce with pudding.

PUDDING BATTER
1 1/2 cups sifted cake flour
2 1/2 cups. baking powder
1/2 cup. salt
1/2 cup sugar
1 cup beaten
1/4 cup butter
1/2 cup milk
1/2 tsp. lemon extract

Sift flour, baking powder, salt and sugar together. Add eggs, butter and milk. Beat well, stirring in lemon extract. Pour into prepared pan. Bake in gas oven at 350° for 45 minutes. Remove from oven, loosen around edges of pudding and invert on serving dish. Serve 6.

LEME SWIRL

25 crisp chocolate cookies
3 tbsp. melted butter or margarine
1 tbsp. lime jelly powder
1/2 cup boiling water
1/4 cup lemon juice
1/4 cup sugar
1 1/4 cups evaporated milk
1 tsp. grated lemon rind
4 drops green food coloring
White chocolate cookies

Crush 25 large crisp chocolate cookies, add butter or margarine and mix well. Set aside 1/2 cup crumbs. With remaining crumbs line bottom of well oiled 10 inch tube pan or rise mold. Dissolve jelly powder in boiling water. Add lemon juice and sugar.

CHILL gelatin mixture in glass refrigerator. Whip evaporated milk and add to gelatin mixture. Add lemon rind and green food coloring. Place whole chocolate cookies around sides of chilled lined tube pan or mold. Pour gelatin mixture into pan. Sprinkle top with 1/2 cup chocolate cookie crumbs. Chill gelatin mixture in refrigerator.

Place whole chocolate cookies around sides of chilled lined tube pan or mold. Pour gelatin mixture into pan. Sprinkle top with 1/2 cup chocolate cookie crumbs. Chill gelatin mixture in refrigerator. Place whole chocolate cookies around sides of chilled lined tube pan or mold. Pour gelatin mixture into pan. Sprinkle top with 1/2 cup chocolate cookie crumbs. Chill gelatin mixture in refrigerator.

DRAMA CLUB NEWS

"Which man is the phoney?" is the mystery posed by the play directed by Shirley Machan to be presented on October 29th, and 30th.

"The Mince Walker" is the name of the play, and the cast includes Pat Hagan, Joan Cory, Eleanor Pickup, Ruby Pratt, and Barbara Bingley.

Provincial Drama Director for Alberta, Mr. John McGrath, will adjudicate the three plays.

Shirley Machan chose this play because she felt it would intrigue the audience. She thinks it will intrigue Mr. McGrath too.

Budget: A method of worrying before you spend instead of afterward.

LEGION CALENDAR

BINGO - SATURDAY JACKPOT -
HALL BOOKINGS: 542 - 3617 or 542 - 3464.

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of a convertible (with the comfort of a hardtop). LTD luxury touches include new Silent-Flt ventilation and courtesy-lights in all four doors. Luxurious upholstery are fitted over deeply-padded seats, and special luxury trim is added... with wheel covers and roof-line moldings.

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YOUR FORD DEALER ALSO INVITES YOU TO SEE THE WONDERFUL NEW FALCON, FAIRLARK, MUSTANG, AND T-BIRD

DRAYTON VALLEY HIGHLIGHTS

By Edith Deby

Mrs. Cecil Wall had a short stay in hospital last week.

NOTE TO ALL RATEPAYERS:
October 14 is the day that you will have the opportunity to change the name of your library to municipal with all the benefits of a larger library. 14th year library by votes. For an election day.

The Anglican Little Helpers had their annual party on Tuesday. Little Helpers are a pre-school group.

Eugene Urchynson has certainly had more than his fair share of bed back in the past year. Badly injured in an oil field accident, he has spent more time in hospital than out for the past several months. But when he was getting about again he was involved in a car accident in which his injured leg was broken again.

Our very best wishes for further happiness are extended to Mr. and Mrs. Vern Bartlett, now Call Ross, who are honeymooning in L.C. this week.

Mr. Henry Dunnington is away on his annual hunting trip. He has been an enthusiastic hunter all his life and usually brings back his full quota of game.

Robbie Urchynson has flown to Hamilton, Ontario, to bring back a new truck.

Mr. Fritz Joesting is resting in Drayton Valley Hospital. He became very ill suddenly and was rushed to hospital for emergency treatment.



FRANK MADDOCK HIGH SCHOOL TEACHERS FOR 1964-65 TERM
STAFF PICTURE
Front Row left to right: Mrs. J. Hantz, Mrs. H. Larchmont, Mrs. J. Peter, Mrs. I. Patrick, Mrs. I. Glenn, Miss D. Sawlisky, Miss K. Pouch. Back Row left to right: Mr. P. Bradley, Mr. A. Labretz, Mr. D. Roy, Mr. S. Sham-chuk, Mr. R. Murray, Mrs. E. McManis - Secretary, Mr. T. McManis, Principal, Mr. J. Courney and Mr. D. Tremblair.

Drayton Valley's three 4-H Clubs will combine forces on Friday evening for a banquet. Awards will be given and a record book has been planned. The Anglican W.A. will be serving one of their jolly famous turkey dinners.

BROWNIE & GUIDE

Guides and brownies resumed their new season last week

with Mrs. Mamie Amritage as Guide Captain ably assisted by Lieutenants Evelyn and company leader Sharon Boller. Guides are looking forward to an exciting season.

Brown Owl's Model and Ham-melwood report good beginnings in their respective Packs. These ladies are very short on help and request volunteers to serve at Tawny Owl's with each Pack.

The Local Association of Guides

and Brownies another who are in need of help as we are lacking a Chairman, Secretary and Judge Secretary. Any mother who feels that they could arrange time to serve, please contact the acting chairman Mrs. Lachy 542-2266.

The Anglican Church has withdrawn its sponsorship of the Brownies. If any local group would like to help with this program, we would appreciate hearing from them.

And we quote

LAUGHTER AND TEARS

If you are wise, laugh.

—Martial.

Waste not fresh tears over old griefs. —Euripides.

I laugh because I must not cry. —Alfred Lord Tennyson.

REMOVAL SALE

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IN THIS ISSUE:
• BEHIND THE NEWS • THE UNEXPLAINED
• WORLD'S FAIR ELECTRICAL SHOWCASE
• FUN AT THE FAIR

PEMBINA NEWS

WESTERN WEEKLY

VOL. 2, NO. 12 The Magazine Section for Weekly Newspaper Readers SEPTEMBER 30, 1964



SERVING WESTERNERS THROUGH THEIR HOME TOWN PAPERS

Behind the News

Norsemen Colonized Newfoundland

A tiny stone wheel, lost in the Newfoundland wilderness for centuries, ranks as one of the great archaeological discoveries in North America.

Identified as part of a spinning device, the little round perforated object is the first known Viking household article ever unearthed on this continent. It supports the claim that Norsemen colonized the New World long before Columbus.

The artifact was found by Norwegian archaeologist Anne Stine Ingstad at L'Anse au Meadow, Newfoundland, a historic site which has been excavated with the support of the National Geographic Society. Colony at "Vinland."

Mrs. Ingstad said the 1 1/2-inch-wide piece of carved soapstone served as a flywheel on a wool-spinning spindle. Technically, it is called a spindle whorl. It is the most important single object found at the site.

The find suggests that the New World's adventurous visitors brought women who attended to household tasks while their husbands sought—unsuccessfully—to carve out a permanent settlement in "Vinland" some 500 years before Columbus's voyages.

"I am convinced this is a Norse artifact," Mrs. Ingstad said, "because of the material and the way it is shaped—flat at the bottom and rounded at the top. Many similar whorls have been found in Scandinavia and Greenland, dating from Viking times in the Middle Ages."

Dr. Junius Bird, curator of archeology at the American Museum of Natural History, New York, has examined the artifact. He said that neither Eskimos nor Indians in Newfoundland used spindle whorls. The wheel was doubtless made from a fragment of a soapstone vessel, indicating the scarcity of materials available to Viking colonists in the New World.

Present-day L'Anse au Meadow is a remote fishing village at the northernmost tip of Newfoundland Island. Here Mrs. Ingstad's husband, Helge, a veteran Norwegian explorer, earlier discovered the first proven ruins of a Norse settlement in the Americas.

Dr. Ingstad uncovered the layered turf

Small Fry Humor

From Miss Carol E. Beaton, Box 216, Lashburn, Sask., comes this piece of Small Fry Humor that came up in a somewhat unusual setting.

"My three-year-old sister was in the hospital with a broken arm," she writes, "when she asked the nurse: 'Have you any babies in the hospital now?'"

"The nurse, answered: 'No, we haven't.'"

"Well then," declared my sister, "you'd better get some quick because my Mommy is coming in for one soon."

foundations of nine long-abandoned structures, dated by radio-carbon as having been occupied in about A.D. 1000. Dr. Ingstad believes the community was perhaps founded by Leif Ericson himself, since the area closely fits the description given in Icelandic sagas of Leif's Vinland.

United States President Johnson recently signed into law a congressional resolution authorizing the proclamation each year of October 9 as Lief Ericson Day.

Ruins Stabilized

Three years of digging at L'Anse au Meadow completed the major field work, but Mrs. Ingstad and Dr. Bird returned to the site this summer to oversee stabilization of the ruins and repair of winter damage. This phase of the project was backed by the Early Sites Foundation of Hanover, New Hampshire, as well as the National Geographic Society.

Mrs. Ingstad began a small excavation near the foundation of the largest house. Measuring 70 by 55 feet, this house had a large room suggesting a great hall like those of comparable Viking structures in Greenland.

Under Mrs. Ingstad's direction, Tony Brundage, a 16-year-old Canadian helper, dug through the turf to what was evidently the ground surface in Viking days. Just below it, he hit a layer black with scattered charcoal. Here he found the spindle whorl on August 4, 1964.

Historians long have accepted that Norsemen reached America. Until the Ingstads made their discovery, however, no one knew precisely where they landed or had come up with incontrovertible proof of occupancy—actual ruins or burials. Several alleged Viking artifacts and structures found on this continent in the past have proved to be unauthentic.

Men Scoring Spinning

"The whorl shows certainly that there must have been women in the settlement," Mrs. Ingstad said. "Norsemen never would have done any spinning—that is woman's work. It's also a strong indication that they brought sheep with them."

Since the whorl was found in the lee of the large house, near the probable doorway, Mrs. Ingstad pictures the women sitting in the sun by the doorway spinning.

"It's the side of the house where it would have been good to sit, sheltered from the wind. I've often sat there myself," she said.

Mrs. Ingstad found several rusty nails in the same general area. The Vikings used nails, and these could have been made at the site. Earlier at L'Anse au Meadow, Dr. Ingstad found the remains of a smithy and a stone anvil, some fragments of worked iron, and several hundred pieces of slag. Extensive deposits of natural bog iron, or iron nodules, lie in marshy areas nearby.

The Vikings flourished from the 9th to 11th century as explorers and colonizers as

well as sea-roving warriors. They pushed westward to Iceland and Greenland, where Eric the Red established the first colony about 980. It was from the Greenland settlement that Eric's son Leif Ericson, called Leif the Lucky, and others sailed westward to a new landfall, according to the Icelandic sagas.

Guided by the sagas, an old Icelandic map, and careful research during years of exploration, Dr. Ingstad concluded that the Vinland of the Vikings was in Newfoundland. He began a search that narrowed to the L'Anse au Meadow site. Three summers of intensive work followed.

This Week's Cover

Because of its special lighting, the 12-story-high Unisphere, symbol of the World's Fair, is as prominent to fairgoers at night as in the daytime. It's striking appearance is seen in this week's cover picture.

Principal illumination is provided by 30 1000-watt mercury floodlights, developed by General Electric and used for the first time at the Fair. Each lamp produces 300,000 candlepower, more than has been achieved heretofore with a mercury lamp of this type and wattage. Incandescent floodlighting simulates the movement of sunlight across the globe. The location of principal cities on the globe is marked by four 45-watt quartz-iodine lamps at each location circled so that when one lamp burns out another is lighted automatically. Full story of the remarkable lighting at the fair will be found in this issue.

"Trademark of U.S. Steel Corp."

WESTERN WEEKLY SUPPLEMENT

Published weekly by United Publishers Ltd. and distributed as an integral part of the top independent weekly newspapers in Western Canada.

Authorized by the Post Office Department, Ottawa, and for payment of postage in cash.

Ernie Jamison
President and Advertising Manager

Jack Kelly
Secretary and Managing Director

Directors:

W. Drayner, Wetaskiwin Times;
Dan Murray, Fort St. John, B.C.
Alaska Highway News;
Wilt Horton, Vegreville Observer;
Doug Caston, Edson Leader;

Head Office:
United Publishers Ltd.,
Wetaskiwin, Alberta.

Advertising and Editorial Offices:
Box 700, Wetaskiwin, Alberta.

Production Offices:
The Times Building
Box 700, Wetaskiwin, Alta.

Fun of the Fair has Long History

By Gladys Chapman

One of the features of rural life in Canada, particularly in the East, is the Fall Fair.

These may vary in size, but they are dear to the hearts of whatever community hold them. The people who visit them, however, rarely realize they are doing something that other men and women have done since history began.

Our civilization was built on the first fairs, for here warring tribes laid down their arms until the festivals and trading were over and what was called the "peace of the fair" was observed.

In olden times, fairs performed the functions now employed by the newspaper, radio, and T.V. They were red letter days when folks came to one point from surrounding villages to see and sample the wares of others and to hear the gossip that had accumulated since the last fair.

Pagan festivals or fairs were held several thousand years before Christ. The Assyrians, the Greeks and the Phoenicians all had fairs, the latter, who were the first real explorers, returned from their expeditions loaded with copper and silver and iron. They were who made bronze by mixing Spanish copper with English tin. Their fairs were mentioned in the Bible.

The classic Greeks held fairs, and the

Olympic Games were a sort of fair for 1,000 years.

The Etruscans made beautiful things to show off at their fairs, and the Romans who wiped them out and took Greece a colony, held fairs for their new gods.

But gradually their awe for power wiped out the fairs, themselves, and they were lost for a thousand years.

At many fairs a religious service came first when the priests exhorted the traders to "deal fairly". After the trading, there was food, fun and jollity, as the people were not likely to meet again for a long time. Thus all the frosts of living were incorporated into the fair — food, fun, business and religion.

There were wonderful fairs held at Troy, Germany, in the time of Charlemagne (A.D. 742-814). These were held for weeks and months at a time so that the fair seemed to go on constantly.

Helen Augur says in "The Book of Fairs" that fair followed fair. The Cloth Fair came first, when nothing was traded in for 12 days but all kinds of rich materials; the Leather Fair was the second and lasted eight days. Here was displayed all kinds of leather — both tanned and untanned — for jerkins to keep out the cold, for shoes, saddles, carriages and upholstery; Morocco leath-

er and inquire as to her health."

The next morning we received a telegram saying that Grandmother had died at exactly 2:28 a.m., at precisely the same time we had those dreams.

This happened in 1926, but I will always remember the strange coincidence of those dreams that were so similar and at the same time. I had seen my Grandmother and talked to her. Mother had seen my father and talked to him. But both had uttered same words.

YOUR BIGGEST

Reading Bargain

YOUR

Home Town Newspaper

and the

Western Weekly Supplement

er for binding the vellum and parchment books owned by the rich.

The Fur Fair was important for fur was worn by nearly everyone as garments or trimmings, and fur bedcovers were in great demand.

Smaller fairs went on all around — for trading spices, pots and pans, metal goods, furniture, foods and wines. And there was a slave market, too, though this was the first to be abolished.

Marco Polo Saw Fairs

Marco Polo, who sailed from Italy to Cathay in 1271, took home wonderful stories about the large fairs held there. When his fellow Venetians doubted him he showed them figures to prove the amount of business done and told of the wonderful things — so far unknown such as tea, sugar, ginger, fruits, wines, silks, lacquers — that were traded.

In ancient Greece, Ireland and Egypt, fairs were held in burial places and tombs after the funeral games. Even today some fairs are held in churchyards.

In ancient Russia, thousands of pilgrims went to the shrine of St. Macarius, and in time this, too, grew into a fair, for the monks were not slow to promote it as a time of festivity after the prayers and drew in the large revenue. The czars cast envious eyes on these revenues and took them over. The Soviets ended them in many places.

Meantime, England had been establishing her own list of fairs — some of which go on today.

The Goose Fair of Nottingham is thought to have originated over 1,000 years ago. After the harvest, when the first geese had fattened on the corn stubble of the Lincolnshire fens, the farmers drove them to market on foot, which often took weeks. To prevent injury to their feet they were covered with a mixture of sand and tar. Roast geese was a favourite Medieval dish.

Up to 100 years ago, the familiar cry, "Wives for sale. Reasonably attractive" could be heard on fair days as the crowds surged

(Continued on Page 5)



Gainers' SUPERIOR

For party time pleasure you can't beat smoked meats—but be sure it is Gainers' for extra goodness. Taste tempting goodness

Gainers' SUPERIOR SMOKED MEATS

it's traditional

World's Fair is showcase For new Electrical Lighting

BY E. J. HILL

They flicked a switch in 1893, and the World's Columbian Exposition in Chicago blazed with light. Just 14 years after Edison developed the incandescent light bulb, it was the first time electric lighting had ever been used so lavishly.

Ever since that exposition world's fairs have traditionally seen the introduction of new light sources, lighting techniques and equipment.

At the 1964-65 New York World's Fair, man-made lighting in its greatest glory is transforming the entire fairground nightly. As the lights blink on each evening, the Fair takes on an exciting new personality. The World's Fair at night is a "must" for every visitor.



Page Four

The New York Fair surpasses every previous world's fair in lighting innovations. It's a showcase for the application of nearly a dozen new lamp types, many of which will be important in our homes, streets and highways, factories, institutions, offices and other commercial buildings long after the fair has run its two-year course.

The glorious rainbows of colored lights at the Fair are created by an entirely new technique. It produces colors that are more intense and highly saturated than ever before possible.

The secret of the improved colored light lies in the use of dichroic filters, designed to transmit light of one color wavelength and to reflect all other colors. These unique fil-

ters transmit up to 50 per cent more visible radiation than do conventional glass color coatings.

Dichroic filters are used as integral parts of lamps as on the dome of General Electric's "Progressland" pavilion, or separately as in the case of the lighting for the Fountain of the Planets, the huge front canopy of the General Motors Pavilion, and the Tower of Light.

On the dome of the G-E pavilion are 1,056 150-watt amber spotlights, 328 green ones and 328 blue ones. These operate as programmed on electronic tape, creating a variety of patterns and color combinations, and give the illusion that the dome is rotating.

Show-stopper of the Fair is a 20-minute performance of the Fountain of the Planets, where an extravaganza involving colored lighting, water, music, and fireworks entrances thousands of fairgoers nightly.

Light source for this spectacle is the new "multi-vapor" lamp. More than 1,200 of these lamps in two sizes—400 and 700-watts—are used to illuminate the fountains, some with jets rising to 160 feet. During the spectacle, there may be as much as 100 tons of water in the air at one time.

The floodlamps are housed in pneumatically operated two-lamp fixtures which employ dichroic filters to create red-orange, yellow, blue and green colors in the water.

Total illumination of the fountain is more than 50 million lumens, and requires about 750 kilowatts of electric power. The lighting is synchronized with music, water jets, and pyrotechnic display in a program which is electronically controlled. "Multi-vapor" lamps were selected because of their high efficiency and good color quality.

Color is a distinctive feature of World's Fair street lighting, too. Along the miles of walkways and boulevards, there are 1842 lights, each one a group of luminous pastel cubes atop a metal pole. Color combinations help fairgoers identify the various areas into which the grounds are separated.

Virtually every World's Fair exhibitor has found a way to capitalize on the drama of light.

Lighting effects run the gamut from the subtle — the shrine-like setting for Michelangelo's Pieta — to the spectacular — the Tower of Light's 12-billion-candlepower beam of light that pierces the night sky over Flushing Meadow.

The light beam is created by 12 of G-E's 5,000-watt xenon arc lamps, each equipped in a 60-inch searchlight. The structure in which these searchlights are housed, features vaulting triangular prisms of anodized aluminum. At night the aluminum panels are bathed in ever-changing, multi-colored light.

Focalpoint of the Fair is its theme exhibit — U.S. Steel's Unisphere. The land and sea masses on this huge globe are bathed in bluish-white light from large mercury floodlamps mounted on five towers. Developed especially for this project, each of the

Most spectacular outdoor show at the World's Fair is that featuring the "Fountain of the Planets". Thousands gather nightly to enjoy its 16-minute performance involving sculptured water fountains, colored lighting, music, and fireworks, all synchronized and controlled electronically. Illumination of the fountain requires about 150 kilowatts of electrical power, enough to light about 600 average homes.



Putatallu luminaires involving clusters of colored xenon arc 10-foot poles provide colorful lighting for pedestrians and vehicles along the boulevards and walkways at the New York World's Fair. Lighting calls of this design were made possible by a recently-introduced panel fluorescent lamp. The lamp is 12 inches square and one and one-half inches thick. Thirteen thousand of the panel lamps are employed in the 1842 ornamental and functional luminaires.

30 1,000-watt floodlamps has a beam of 300,000 candlepower.

Beams of light from powerful incandescent projector units simulate the movement of sunlight across the face of the globe.

Dots of light mark the major cities of the world. These are produced by 40-watt quartz-iodine lamps, so circled that when one burns out another comes on automatically at the same location.

Leading from the Unisphere to the Pool of Industry is a reflecting pool, bordered on either side by the tree-lined Eisenhower and Hoover Promenades. The trees are illuminated from underneath by a series of 400 new, 275-watt, self-ballasted Multi-Vapor lamps. These produce a light especially rich in a particular shade of green, which brings out the chlorophyll in the leaves.

Lighting is also employed as an integral part of architecture as never before at a world's fair.

Outstanding examples include what may be the world's largest luminous ceiling, at the New York State pavilion, and the world's largest luminous walls, at the massive Federal Pavilion of the U.S. Government.

It's the most spectacular World's Fair ever, and it's also the brightest—thanks to electric light.

*Registered Trademark of U.S. Steel Corp.

A powerful beam of light pierces the night sky over Flushing Meadow. Source of the beam is the "Tower of Light" pavilion of the Edison Electric Institute. The beams of twelve 60-inch searchlights, each housing a 5,000-watt xenon arc lamp, are combined to project a single intense beam of 12 billion candlepower vertically. When atmospheric conditions are favorable the beam may be seen for many miles from the World's Fair.

FUN AT THE FAIR

(Continued from Page 3)

closer to see the "bargain" and wonder why her present owner did not want her.

Today, the Goose Fair claims to be the largest affair of its kind in England. Though its character has changed with the times its popularity remains, and thousands of citizens and tourists visit each year. Geese have given place to cattle and sheep and showman regard it as the outstanding event of the year. Mentioned in 1284.

This fair is first mentioned specifically in 1284 when Edward I confirmed its ancient rights to hold it for eight days commencing Sept. 21. When the calendar changed, the fair was held for three days in October, and still is.

Bartholomew Fair in London was a great one during the years 1122 to 1855, except for the plague years. It was first one to be recorded in Britain as a "Pleasure Garden." This was started by "Rahere", the favourite clown of Richard I.

"Rahere" went on a pilgrimage to Rome in the 12th century, became ill, and vowed that he would found a priory to St. Bartholomew if he recovered. He did, became a monk, and with the king's help started a hospital, a church, a priory and a fair, all named after the saint.

The fair, which later became known as the Cloth Fair, was started at farmers' markets in the churchyard.

The Mop Fairs were Statute or Hiring Fairs when help was hired for the year. Applicants lined up in a row wearing or carrying something to indicate their occupation. A prospective employer could tell at a glance which ones he needed.

Another interesting fair in England was

the Frost Fair held when the rivers were frozen solid. In the winter of 1883-84 the Thames of London stayed this way for several months and so a whole town was erected on the ice. There was all kinds of entertainment and all kinds of food stalls — sheep and oxen were roasted outside and all kinds of fowl were offered.

France is given credit for sponsoring the first industrial fair in 1788, where businessmen showed their samples of merchandise and took orders. These remained national, however, until world trade fairs were suggested by England. Queen Victoria opened the first one in the Crystal Palace.

While ancient fairs were dwindling, new ones were becoming established in North America as a place where people could congregate a few days a year to sell their produce and relax with neighbours, they seldom saw. Fall or late summer was the best time, of course, when the farm work was finished and the harvest was over. Though the early Indians gathered to hold exhibits and to exchange produce.

Windsor, Nova Scotia, put on Canada's first real rural fair in 1765 and will celebrate its 200th anniversary next year. Several other communities have celebrated their hundredth year.

Ontario's first cattle and "Wild beast" show, held alternately in Hamilton and Toronto, turned into Canada's National Exhibition which now draws tens of thousands of visitors each year.

Tourists rushing all over the world to attend modern fairs or country men and women attending their small community fairs are just carrying on an old, old custom started through man's struggle to trade and keep up with the news.



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